



WKMG

ORDER

Flight Dates 10/08/12-10/28/12

Contract / Revision 261276 / **BROOKS, BRODEUR, HARRELL**

Original Date / Revision 10/04/12 10/04/12
Agency Com 15%

Advertiser **POL/RPOF 3 PACK//R/STR/F**
919 Prince Street
Alexandria, VA 22314

Agency **John McLaughlin & Associa**

Buying Contact **Marianne Campbell**
919 Prince Street
Alexandria, VA 22314
Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate # **556**
Alt Order # **06363748**

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A50+
Rev Codes AGY POL GEN

Product Codes PL-Candidate
Priority P-2
Advertiser Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 42800

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	32	\$36,380.00	\$42,800.00	0.00	10/01/12	10/28/12	32	\$36,380.00	\$42,800.00
Totals	32	\$36,380.00	\$42,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/08/12	10/24/12	Local 6 News 12-1230p	CM	12-1230p	M-W----	:30	2	\$900.00	P-2	0.00	NM	6	\$5,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-W----		2				\$900.00		0.00			
		Week: 10/15/12	10/21/12	M-W----		2				\$900.00		0.00			
		Week: 10/22/12	10/28/12	M-W----		2				\$900.00		0.00			
E 2	WKMG	10/22/12	10/25/12	News at 6p	CM	6-630p	M-WT---	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-WT---		3				\$1,400.00		0.00			
E 3	WKMG	10/15/12	10/19/12	News at 6p	CM	6-630p	M-W-F--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-W-F--		3				\$1,400.00		0.00			
E 4	WKMG	10/08/12	10/12/12		CM	6-630p	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	Totals
				News at 6p												
				News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	MTWTF--					5	\$1,000.00		0.00				
E 5	WKMG	10/15/12	10/25/12	News at 7p	CM	7-7:30p	M--T---	:30	2	\$1,700.00	P-2	0.00	NM	4	\$6,800.00	
				News at 7p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	M--T---					2	\$1,700.00		0.00				
		Week: 10/22/12	10/28/12	M--T---					2	\$1,700.00		0.00				
E 6	WKMG	10/08/12	10/11/12	News at 7p	CM	7-7:30p	M--T---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00	
				News at 7p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	M--T---					2	\$1,200.00		0.00				
E 7	WKMG	10/09/12	10/24/12	M-F 11p News	CM	11-1135p	-TW----	:30	2	\$1,700.00	P-2	0.00	NM	6	\$10,200.00	
				M-F 11p News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-TW----					2	\$1,700.00		0.00				
		Week: 10/15/12	10/21/12	-TW----					2	\$1,700.00		0.00				
		Week: 10/22/12	10/28/12	-TW----					2	\$1,700.00		0.00				
E 8	WKMG	10/28/12	10/28/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----1					1	\$1,800.00		0.00				
E 9	WKMG	10/14/12	10/21/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	2	\$2,800.00	
				CBS Sunday Morning												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-----1					1	\$1,400.00		0.00				
		Week: 10/15/12	10/21/12	-----1					1	\$1,400.00		0.00				
Totals														32	\$42,800.00	